



KUS 66



BUTTON IN EAR BRAND
Realistic Plush Animals



Steiff toys... the gentlest playmates

Every moment, in every nation of the world, a Steiff toy is part of the life of some little boy or girl. One may be found in the arms of a sleeping child or several may decorate a nursery. A Steiff lion or Teddy Bear may be companion to a little boy on his flights into fancy. A little girl may be seen placing a loving kiss on the soft cheek of her Steiff lamb or kitten.

A Steiff toy will share a child's busy day and listen patiently to its joys and sorrows. It will withstand ferocious hugging and furious play, yet when bedtime comes, it is ready to sleep quietly beside its daytime playmate providing the assurance of a friend close by. Steiff toys are made in much the same way they were more than 85 years ago when the deep love a kindly seamstress had for children prompted her to produce the world's first stuffed toy. The same high standards of craftsmanship and quality first set down by Margarete Steiff in the year 1880 are still maintained today. Though thousands of toys leave daily from the little German town of Giengen on the Brenz where the Steiff factory is located, each has been individually created in the gentle hands of a skilled toymaker. The individual handcrafting of Steiff animals produces slight variations in facial expression, giving each a personality of its own. Thus some may appear to be pondering a deep thought while others may seem on the verge of a mischievous gambol or smiling a gentle puppy-dog smile. All, though, bear the characteristic, very special charm that unmistakably identifies a Steiff toy. Steiff is now the world's largest producer of stuffed animals. A variety of more than 600 toys, representing practically every member of the animal kingdom, is contained in the Steiff zoo and their appeal is universal. Collectors in every corner of the globe are filling their shelves with miniature Steiff trophies. Teenagers are using them as top of bed decorations or "gab session" companions and owners of earlier Steiff toys are handing them down as heirlooms. Steiff toys are placed at the top of gift lists as appropriate for just about any occasion. Unless otherwise indicated, all Steiff toys are made of the finest obtainable grade of lustrous mohair plush. Where size permits, all are equipped with voices. Each Steiff toy carries the world famous trademark...



Button in Ear Brand

All of fine Mohair Plush if no other description



① 020 Teddy beige

4"	2,50	16"	14,—
7"	5,—	20"	23,—
10"	7,—	25 1/2"	40,—
13 1/2"	11,—		

② 021 Teddy caramel

7"	5,—	16"	14,—
10"	7,—	20"	23,—
13 1/2"	11,—	25 1/2"	40,—

③ 040 Riding Bear

DRALON, steel frame, disc/rubber wheels, pull voice, handle 20" 50,—

④ 167 Hedgehog "Joggi"

2 1/2"	1,25	6 1/2"	5,—
4"	2,75		

⑤ 222 Dormouse "Dormy"

5"	4,—	8"	6,—
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⑥ 345 Lying Lamb "Lamby"

10"	7,50
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⑦ 347 Ram "Wotan"

5"	4,25	8 1/2"	7,—
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⑧ 360 Riding Donkey

DRALON, steel frame, disc/rubber wheels, handle, stirrups, pull voice 20" 55,—

⑨ 438 Afghane "Corso"

8 1/2"	10,50	13 1/2"	17,—
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⑩ 476 Cosy Teddy

white or brown 12" 10,—

⑪ 495 Cosy Ango

(Rabbit) 8" 9,50

⑫ 497 Cosy Piggy

(Pig) 8" 9,—

⑬ 503 Cosy Bazi

(Dog) 8" 9,—

New Items 1966

⑭ 780 Zappy

(Rabbit) 10" 7,50



① 002 Chimpanzee "Jocko"
 4" 2,50 20" 26,—
 6" 5,— 24" 35,—
 10" 8,— 31 1/2" 65,—
 13 1/2" 13,—

② 003 Pavian Coco
 4" 5,— 5 1/2" 7,—

③ 004 Monkey "Mungo"
 6 1/2" 7,50 13 1/2" 18,—
 10" 11,—

④ 010 Record Peter
 on coaster, works when pulled
 along, with autom. voice
 10" 12,—

⑤ 030 Zotty
 longhaired,
 double squeeze voice
 7" 6,— 11" 12,—
 8 1/2" 8,50
 with automatic voice
 13 1/2" 16,— 20" 30,—
 17" 22,—

⑥ 035 Baby Bear "Lully"
 8 1/2" 5,50 12" 9,—

⑦ 040 Young Bear
 5" 5,— 10" 13,—
 6 1/2" 7,—

⑧ 040 Riding Bear
 with handle, disc/rubber wheels,
 pull voice. Rockers page 10
 17" 40,— 31 1/2" 130,—
 20" 55,— 40" 200,—
 24" 75,—

⑨ 046 Polar Bear
 5" 5,50 6 1/2" 7,50



① 050 Elephant
 3" 3,25 8 1/2" 13,—
 4" 4,— 13 1/2" 26,—
 6 1/2" 8,50

② 052 Soft Elephant "Jumbo"
 8 1/2" 10,— 13 1/2" 23,—

③ 054 Riding Elephant
 handle, disc/rubber wheels,
 pull voice. Rockers page 10
 17" 45,— 31 1/2" 130,—
 20" 65,— 40" 200,—
 24" 75,—

④ 060 Dromedary
 5 1/2" 5,— 11" 9,—

⑤ 065 Llama
 6 1/2" 6,— 17" 21,—
 11" 10,—

⑥ 070 Kangaroo "Kangoo"
 5 1/2" 4,75 20" 19,—
 11" 9,50 25 1/2" 28,—

⑦ 074 Giraffe
 (velvet) 6" 4,50

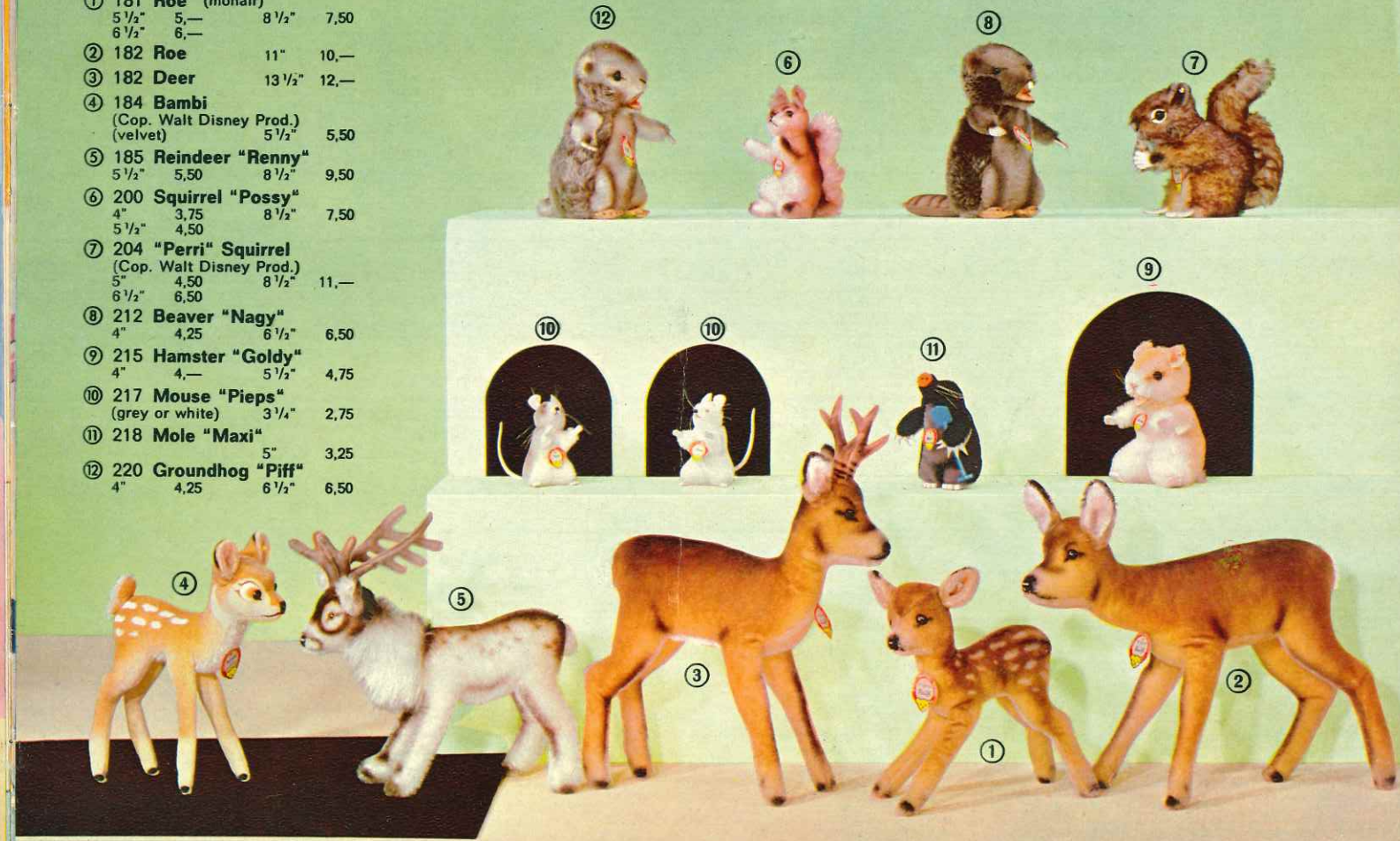
⑦ 075 Giraffe (mohair)
 11" 7,— 20" 15,—
 13 1/2" 9,— 29 1/2" 28,—

⑧ 077 Okapi
 (velvet) (mohair)
 5 1/2" 5,50 11" 9,—

- ① 080 Lion "Leo"
4" 4,— 11" 13,—
6 1/2" 8,—
- ② 080 Lion "Leo"
6" 11,— 12" 44,—
10" 18,—
- ③ 090 Tiger
6 1/2" 9.50 11" 26,—
8" 15,— 16" 55,—
- ④ 097 Crocodile "Gaty"
6" 6,— 12" 13,—
- ⑤ 117 Riding Seal
20" 45,—
Rocker for it 23,—
- ⑥ 117 Seal "Robby"
4" 4.25 5" 6,—
- ⑦ 141 Zebra (velvet) 5" 4.75
- ⑧ 142 Zebra (mohair) 8 1/2" 7.50
- ⑨ 150 Fox "Xorry"
4 1/2" 4.25 11" 12,—
7" 6,—
- ⑩ 152 Desert Fox "Xorry"
5" 3.75 6 1/2" 5.50
- ⑪ 160 Alpine Goat
5" 3.50 6 1/2" 5.50
- ⑫ 162 Mountain Ram "Rocky"
5 1/2" 4,— 11" 8.50
8 1/2" 6.50
- ⑬ 167 Hedgehog "Joggi"
5" 5,—



- ① 180 Roe (velvet) 5" 4.25
- ① 181 Roe (mohair)
5 1/2" 5,— 8 1/2" 7.50
6 1/2" 6,—
- ② 182 Roe 11" 10,—
- ③ 182 Deer 13 1/2" 12,—
- ④ 184 Bambi (Cop. Walt Disney Prod.) (velvet) 5 1/2" 5.50
- ⑤ 185 Reindeer "Renny"
5 1/2" 5.50 8 1/2" 9.50
- ⑥ 200 Squirrel "Possy"
4" 3.75 8 1/2" 7.50
5 1/2" 4.50
- ⑦ 204 "Perri" Squirrel (Cop. Walt Disney Prod.)
5" 4.50 8 1/2" 11,—
6 1/2" 6.50
- ⑧ 212 Beaver "Nagy" 4" 4.25 6 1/2" 6.50
- ⑨ 215 Hamster "Goldy" 4" 4,— 5 1/2" 4.75
- ⑩ 217 Mouse "Pieps" (grey or white) 3 1/4" 2.75
- ⑪ 218 Mole "Maxi" 5" 3.25
- ⑫ 220 Groundhog "Piff"
4" 4.25 6 1/2" 6.50





① 227 Chinchilla "Gogo"
(Star of the picture book
Around The World With Gogo)
(DRALON) 6" 5,50

② 230 Fish "Flossy" blue
5" lg. 2,25 26" lg. 19,—
11" lg. 6,—

③ 231 Fish "Flossy" gold
5" lg. 2,25 26" lg. 19,—
11" lg. 6,—

④ 230 Riding Fish
steering by backwheel
with handle and foot rests
30" lg 45,—
Rocker for it 23,—
and adapter 2,—

⑤ 236 Frog "Froggy"
lying, soft stuffing 8 1/2" 7,—

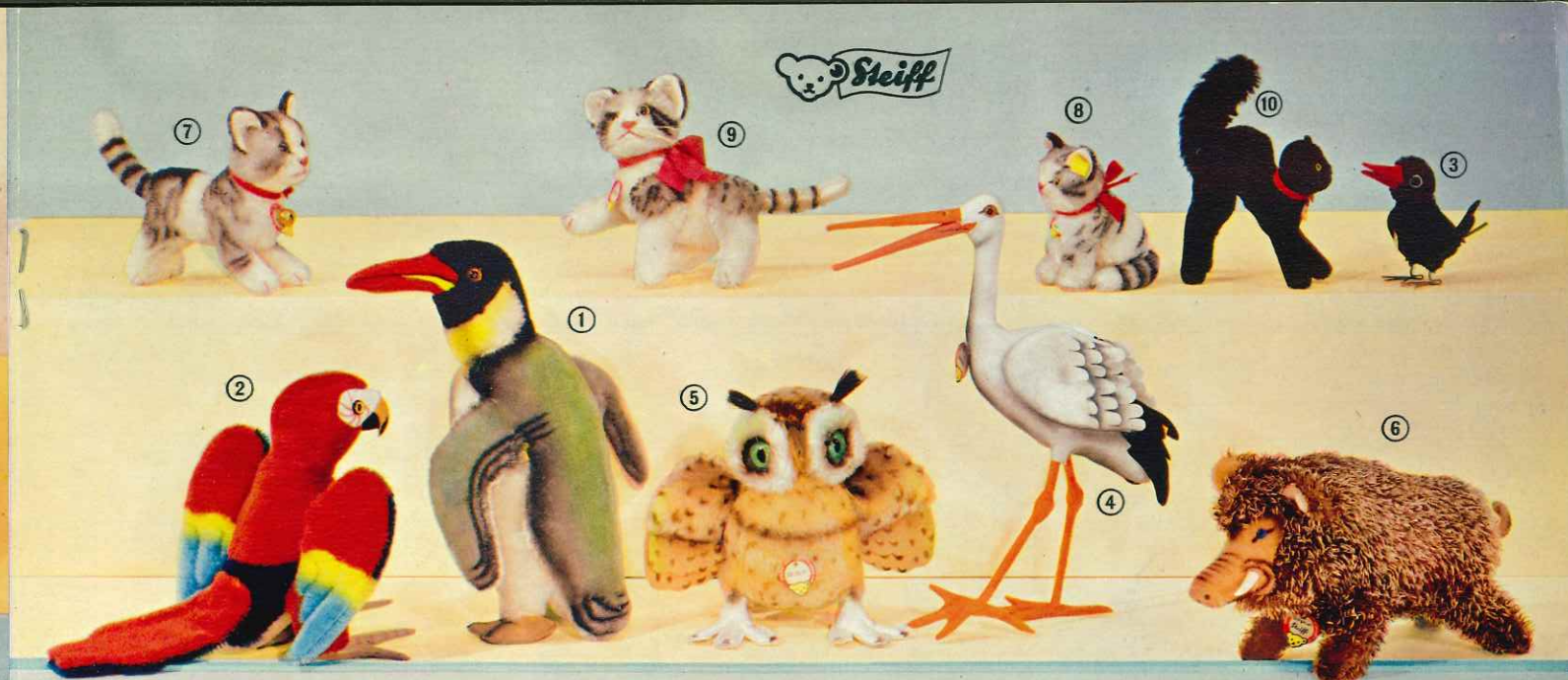
⑥ 237 Frog "Froggy"
(velvet) sitting
3 1/4" 5,— 4" 6,—

⑥ 238 Frog "Froggy"
(mohair) 8" 11,—

⑦ 245 Turtle "Slo"
plastic shell 4" 5 1/2" 4,50
soft stuffing, Mohair shell
8 1/2" 10,—

⑧ 245 Riding Turtle
13 1/2" 45,— Rocker for it 22,—

⑨ 246 Riding Ladybird
12" 35,— Rocker for it 22,—



① 250 Penguin "Peggy"
4" 2,75 13 1/2" 12,—
5 1/2" 3,75 20" 19,—
8 1/2" 7,—

② 252 Parrot "Lora"
5" 5,50 8 1/2" 11,—

③ 255 Raven "Hucky"
5" 3,75 6 1/2" 6,—

④ 256 Stork "Adebar"
(felt) 6 1/2" 4,50

⑤ 262 Owl "Wittie"
4" 5,50 8 1/2" 12,—
5" 7,— 13 1/2" 22,—

⑥ 266 Wild Boar
(velvet, no picture) 3" 3,25

⑥ 267 Wild Boar
4" 4,25 8" 11,—

⑦ 270 Cat Tabby
3" 3,75 5 1/2" 6,—
4" 4,50 6 1/2" 7,—

⑧ 278 Cat Susi
4" 4,75 8 1/2" 9,50
5 1/2" 6,—

⑨ 280 Cat Kitty
4" 6,50 8 1/2" 13,—
6 1/2" 9,—

⑩ 285 Tom Cat
(velvet, no picture)
3 1/4" 4,— 4" 4,25

⑩ 286 Tom Cat
5 1/2" 4,75 8 1/2" 7,50



① 361 Donkey
(Velvet) 5" 5,50

② 361 Donkey Grissy
DRALON
6 1/2" 6,— 13 1/2" 20,—
8 1/2" 8,— 20" 32,—

③ 362 Rocking Donkey
DRALON, steel tube
rocker is exchangeable
for a wheel set.
22" 55,—
wheel set for it 15,—

④ 362 Riding Donkey
Grissy
DRALON 24" 55,—
rocker for it 26,—

⑤ 370 Riding Pony
DRALON (also white/
spotted deliverable)
17" 55,— 31 1/2" 125,—
20" 65,— 40" 200,—
24" 95,—

⑥ 375 Pony
5" 5,50 6 1/2" 6,50

⑦ 376 Soft Horse
"Ferdie"
7" 6,50 10" 9,50

⑧ 376 Shetland Pony
"Sheddy"
DRALON 8 1/2" 8,50
13 1/2" 19,— 20" 28,—

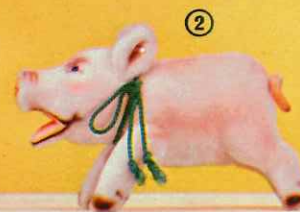
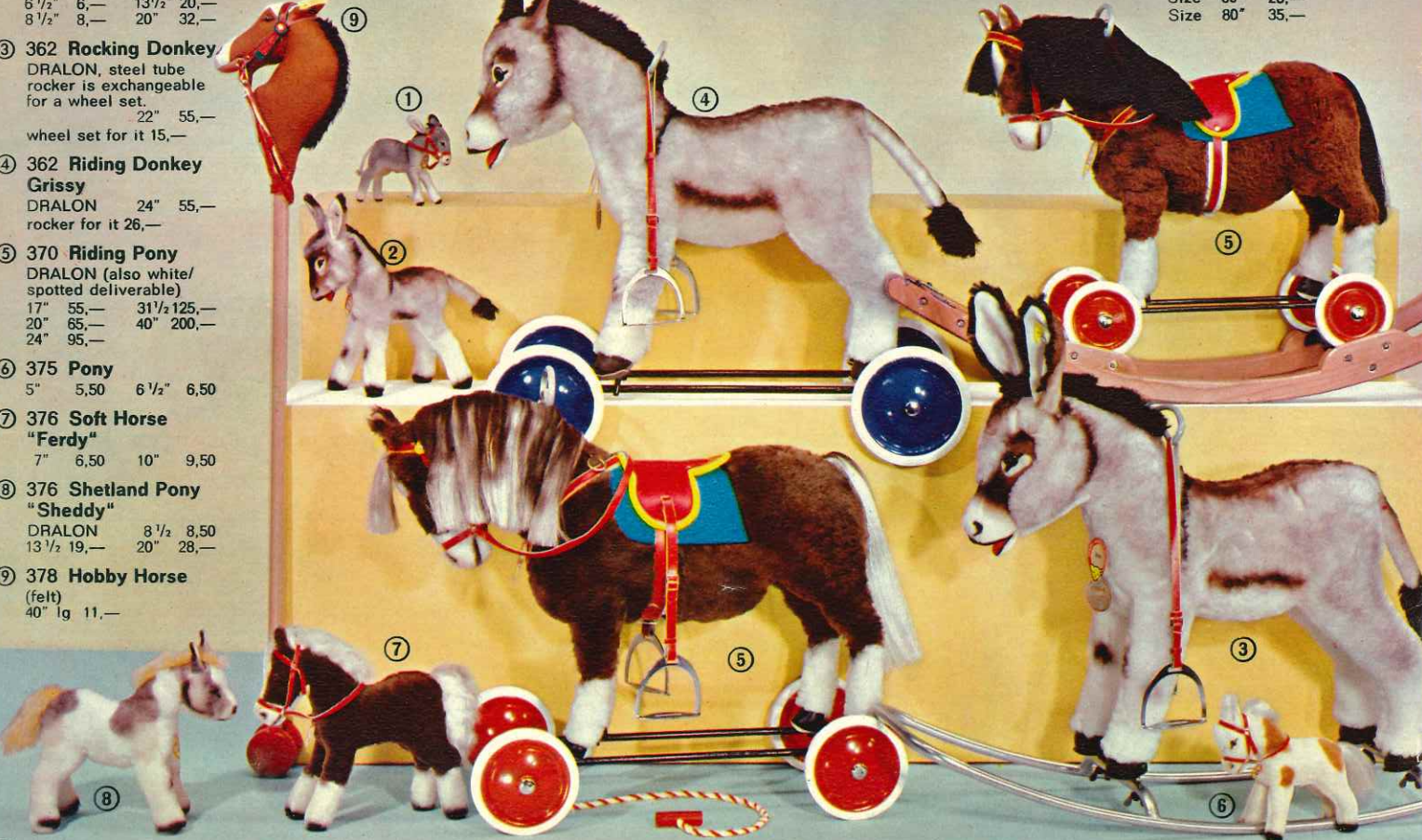
⑨ 378 Hobby Horse
(felt)
40" lg 11,—

Riding Animals

natural colors, steel frame, disc / rubber
wheels, strong enough for son and daddy,
pull voice, handle

Rockers for all Riding animals

Size 43" 22,—
Size 50" 23,—
Size 60" 26,—
Size 80" 35,—



① 391 Cow "Bessy"
5" 5,50 6 1/2" 9,—

② 396 Pig "Jolanthe"
(Velvet) 3" 3,—

② 397 Pig "Jolanthe"
4" 4,25 6 1/2" 8,—

③ 401 Mopsy
5" 4,75 8 1/2" 8,—

④ 404 St. Bernard "Bernie"
5" 4,25 8 1/2" 9,50

⑤ 409 Biggie Dog
4" 4,15 7" 8,50

⑥ 410 Boxer
4" 4,— 6 1/2" 6,50

⑦ 412 Pekinese "Peky"
3 1/4" 4,75 5 1/2" 7,50
4" 5,50 8 1/2" 13,—

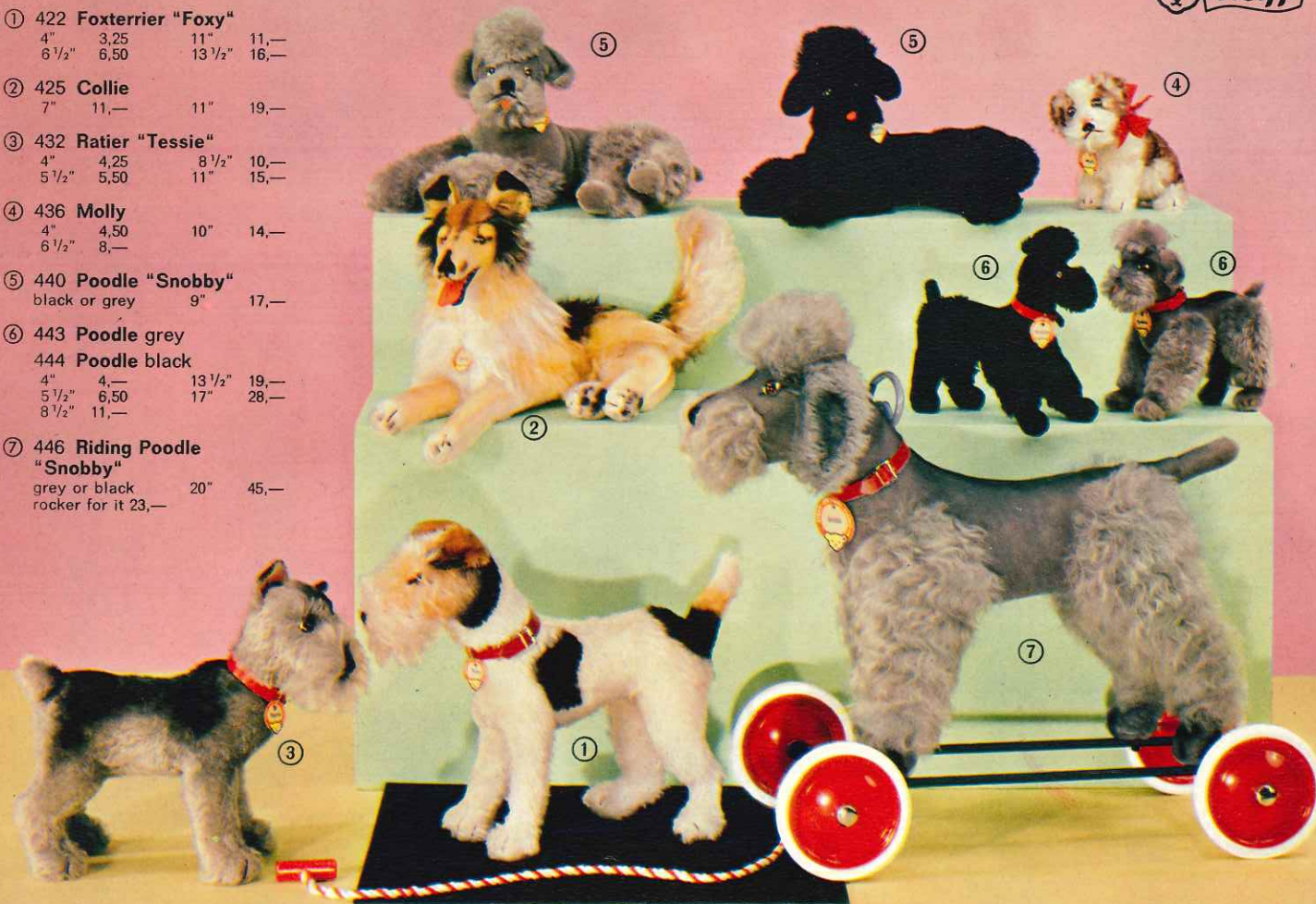
⑧ 414 Dachshund "Waldi"
6 1/2" 8,50 11" 18,—
8 1/2" 13,—

⑨ 416 Bazi
4" 4,75 5 1/2" 7,—

⑩ 418 Hexie
3 1/2" 4,75 8" 11,—
5" 7,50 10" 16,—

⑪ 419 Wirehair Dachshund
"Raudi"
6 1/2" 6,— 9" 11,—

- ① 422 Foxterrier "Foxy"
4" 3,25 11" 11,—
6 1/2" 6,50 13 1/2" 16,—
- ② 425 Collie
7" 11,— 11" 19,—
- ③ 432 Ratier "Tessie"
4" 4,25 8 1/2" 10,—
5 1/2" 5,50 11" 15,—
- ④ 436 Molly
4" 4,50 10" 14,—
6 1/2" 8,—
- ⑤ 440 Poodle "Snobby"
black or grey 9" 17,—
- ⑥ 443 Poodle grey
444 Poodle black
4" 4,— 13 1/2" 19,—
5 1/2" 6,50 17" 28,—
8 1/2" 11,—
- ⑦ 446 Riding Poodle
"Snobby"
grey or black 20" 45,—
rockers for it 23,—



Steiff



- ① 476 Cosy Teddy 8 1/2" 8,—
- ② 476 Cosy Teddy 8" 7,—
12" 10,—
16" 14,—
- ③ 477 Cosy Bruni 10" 9,50
- ④ 484 Cosy Orsi 8" 9,50
- ⑤ 488 Cosy Trampy 8" 9,—
- ⑥ 490 Cosy Fuzzy 8 1/2" 8,—
- ⑦ 500 Cosy Cockie 8 1/2" 9,—
- ⑧ 505 Cosy Schnauz 10" 9,—
- ⑨ 506 Cosy Blanko 8 1/2" 10,—
- ⑩ 510 Cosy Sulla 10" 9,50
- ⑪ 510 Cosy Kitty 8" 8,—
- ⑫ 514 Cosy Lamby 8 1/2" 8,—
- ⑬ 515 Cosy Charlie 10" 8,—

Hand Puppets

push if no other indication



18 8 17 19 15 12 5 13 21



10 11 16 7 20 3 4 14 9 6

- | | |
|---|----------------------------------|
| 1 602 Snuggy Ladybird 12" 28,— | 12 678 Snake "Snaky" 7,25 |
| 2 603 Snuggy Slo (Turtle) 17" 45,— | 13 680 Cockie 6,75 |
| 3 650 Chimpanzee "Jocko" 5,50 | 14 682 Lion "Leo" 6,75 |
| 4 652 Monkey Mungo 6,— | 15 686 Wolf 6,75 |
| 5 656 Teddy 6,— | 16 690 "Hopsi" Squirrel 6,— |
| 6 658 Frog "Froggy" plastic/velvet, mouth to operate 5,50 | 17 696 Dachshund "Lumpi" 6,— |
| 7 664 Foxy Dog 6,— | 18 697 Crocodile 6,75 |
| 8 666 Cat 5,50 | 19 699 Smardy (fox) 8,— |
| 9 667 Tom Cat 5,50 | 20 703 Happy (punch puppet) 4,25 |
| 10 669 Raven "Hucky" beak to operate 5,50 | 21 705 Dwarf 5,50 |
| 11 671 Owl "Wittie" 6,— | |



TV Animals

in colors, strong steel frame with rubber shoes

Wool miniature animals

- | | |
|---|---|
| 1 550 Floppy Zotty 5" 5,50 6" 9,50 | 7 710 Bird 5 colors, 2 sizes 1 1/2" —,90 3 1/4" 1,30 |
| 2 552 Floppy Hansi (Rabbit) 5" 5,50 6" 9,50 | 8 714 Rabbit 5 colors, 2 sizes 1 1/2" 1,30 2 1/2" 2,— |
| 3 556 Floppy Cockie 5" 5,50 6" 9,50 | 9 716 Chipmunk 2" 2,— |
| 4 560 Floppy Cat 5" 5,50 6" 9,50 | 10 720 Duck yellow 1 1/2" —,90 2 1/2" 1,50 |
| 5 562 Floppy Lamb 5" 5,50 6" 9,50 | 11 720 Duck colored 2 1/2" 1,50 |
| 6 640 Ball 6" 4,50 8" 7,50 10" 11,— | |

- | | |
|---------------------------|--|
| 12 720 Duck lying 2" 1,25 | 13 722 Goose 2" 1,25 |
| 14 724 Cock 3 1/4" 1,75 | 15 725 Hen 3 1/4" 1,75 |
| 16 729 Cat 2" 1,75 | 17 735 Mouse white or grey 1 1/2" 1,30 |

- | | |
|---|----------------------------|
| 18 737 Ladybird 1 1/4" —,50 1 1/2" —,90 | 19 739 Penguin 3 1/4" 1,40 |
| 20 741 Poodle white, grey or black 2 1/2" 2,— | 21 743 Raven 3 1/4" 1,75 |
| 22 745 Swan 3 1/4" 1,50 | 23 747 Pigeon 2 1/2" 1,35 |
| 24 757 Nesting-box 3 1/4" 2,25 | |

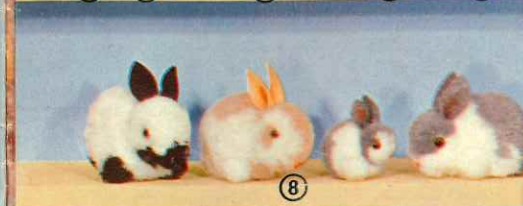
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|---|
| Mecki family (cop. Diehl Film) |
| 25 762 Macki 5" 3,50 |
| 26 762 Mucki 5" 3,50 |
| 27 762 Mecki 6 1/2" 8,— 11" 12,50 20" 38,50 |
| 28 762 Micki 6 1/2" 8,— 11" 12,50 20" 38,50 |



9 18 10 11 15 14 21 7



16 19 17 22 12 13



8



5

28

23

27

20

6

26

25

15

Floppy Sleeping Animals

soft and cuddly, eyes embroidered



1 2



4 3



BUTTON IN EAR BRAND

- | | | |
|--------------------------------|--------|-------|
| ① 765 Dwarf Gucki | 5" | 3,75 |
| ② 766 Dwarf Lucki | 7 1/2" | 8,— |
| ③ 767 Dwarf Pucki | 12" | 13,50 |
| | 22" | 35,— |
| ④ 770 Clownie | 5 1/2" | 3,75 |
| | 8 1/2" | 8,50 |
| | 17" | 20,— |
| ⑤ 776 Dangling Doll
"Cappy" | 11" | 9,50 |
| ⑥ 776 Sandman
"Sandy" | 12" | 9,— |
| ⑦ 777 Waldili | 10" | 10,— |



from FAO Schwarz
1966-67



Exclusive distributor in the United States: Reeves International, Inc., 1107 Broadway, New York 10010